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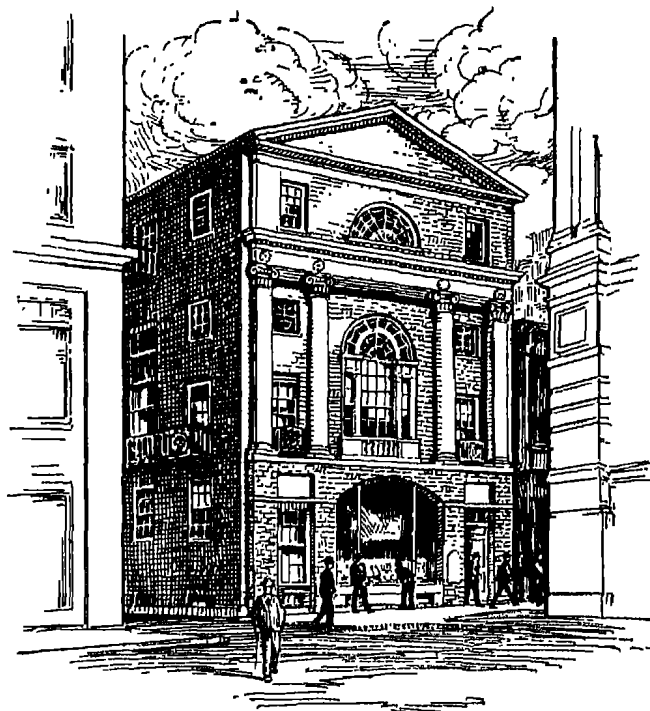
# SPECIAL LIBRARIES

Vol. 21

April, 1930

No. 4

## How The Public Library Serves The Business Man



THE EDWARD KIRSTEIN MEMORIAL LIBRARY,  
The New Business Branch of the Boston Public Library

S. L. A.  
San Francisco, Calif.  
JUNE 18, 19, 20, 21

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# Special Libraries

Vol. 20

APRIL, 1930

No. 4

## PUBLIC LIBRARY BUSINESS NUMBER

HERBERT O. BRIGHAM  
Editor

MARIAN C. MANLEY  
Special Editor

### The Public Library's Service to Business Men Its Development and Present Phase

By Marian C. Manley, Branch Librarian, Business Branch of the Newark  
Public Library

WHAT constitutes the service that public libraries give to business men? They use the different departments of all large libraries in varying degrees. The picture collection, the technical collection, the general history collection, the economic collection, all at some time have their uses in the world of business, thus any progressive librarian can say with a certain amount of justice that his entire library is used for business.

There are, however, variations in the degrees of speed and facility in this use. Certain sources of current information are consulted almost entirely by business men, and by them used frequently though briefly. Libraries where material of this type is concentrated in a central, easily accessible room or branch and made readily available find that their service to the business world has increased in its efficiency immeasurably.

The type of material most suited to this purpose has proved to be a comprehensive directory collection including those for cities, states and foreign countries and as many trade directories as are available; a complete collection of investment manuals; a collection of state and city documents such as the legislative manuals, banking and insurance reports; Chamber of Commerce publications, and street maps for cities; and a collection of business reading such as that found in the outstanding business and trade publications and the best current books on business methods,

supplemented by pamphlets in the same field.

A directory collection is the back-bone of this service. In certain libraries, city directories are looked upon a little askance as being of use only for mailing list houses. This point of view is short sighted. All directories are keys to markets, and markets are the foundations of commercial life. Not only must every individual at one time buy, and therefore need to know where his purchase can be made to the best advantage, but also all must sell and through the directories, a commodity of any kind may be marketed.

All public libraries, therefore, who wish to hold a favorable position with the marketers of their communities should plan to have available a comprehensive collection of this kind. Books on current phases of business activity are important but their place in the individual's life can be taken to some extent by his own experience. For markets he must turn to directories; and the public library is the place where these expensive tools may be made available for the whole community.

It is such material, directories, investment services, legislative manuals, trade papers, etc., that business men need for quick reference a dozen times a week. Where it is concentrated in a central easily reached spot with free access, a man can come in, look up his investment, find the address of his competitor or prospect in a distant city, look in a trade

directory for the producers of a certain needed commodity and perhaps glance at the latest issue of one or two trade papers and go on about his business all in a short time and without delay occasioned by waiting for assistance, or in visiting widely separated departments.

Where a central collection of this special type of material does not exist, another man may go to one department for a city directory and because it was a minor feature, find the directory out of date; to another for investment information; to a third for a trade directory bearing on his need in the technical field; and if he has time, back to one for his magazine reading;—and in all departments needing perhaps a certain amount of help because of the size and comprehensive nature of the collections.

It is the practice of concentrating selective, current, constantly used business material made easily accessible that is an important factor, a factor that provides for enthusiastic support. A library that can provide a room or branch for this service can still rely on the more extensive collections of other departments for prolonged study of certain problems. Here, however, the average business man in hundreds can be satisfied quickly and sent on his way rejoicing, a warm friend of the library. Were he to use instead, a library without such a special division, he might find in several departments more material for prolonged research, but the quick answer for his immediate question would not be as easily found in the same time. His appreciation of the resources would be over-shadowed by the necessary delay.

The development of special work and special collections for business men in public libraries began in the early part of the 20th century when Newark started in 1903 a small general downtown branch with a few trade and city directories and subscriptions to the business magazines then in existence.

John Cotton Dana, the librarian, was interested in this development and he imbued with his own enthusiasm the first Business Branch librarian, Miss Sarah B. Ball. The collection was developed from a small one to a directory collection of 250 volumes. To arouse interest the first important business bibliog-

raphy, "1600 Business Books" was prepared by the Business Branch. It was by Miss Ball and under Mr. Dana's direction that the initial pamphlet on the establishment of such a branch was produced.

Interest in this specialized field grew and at about the time that Miss Ball resigned from the Newark Public Library staff to develop a special library for an industrial concern and Miss Linda H. Morley succeeded her, one or two other business libraries were formed—the Minneapolis Business and Municipal Reference Library, starting in 1916, and the Indianapolis Business Branch in 1918.

In the meantime Mr. Dana's interest had been unabated. He had been an advocate and the first president of the Special Libraries Association and had contributed articles on this phase of library work to many periodicals.

Miss Morley was quick to fall in with and further his plans for the Branch and soon after becoming branch librarian, compiled under his direction and with the aid of Miss Kight, "2400 Business Books: A guide to business literature" and at the direction of Mr. Dana and with the approval of the Board of Trustees, removed all general reading matter from the Branch, so that beginning 1918 the Business Branch of the Newark Public Library was the first branch of a public library to be solely and entirely devoted to business.

Newark, with Minneapolis and Indianapolis following some time later, has been the pioneer in this work. Within the last few years, however, more librarians have realized the value of such a feature for their communities. A survey undertaken in October, 1929, by the staff of the Newark Business Branch, with the approval of Miss Winsor, the librarian, shows the wide geographic range of this movement; the libraries, varying in size, funds and methods, but all making a special effort to reach and serve business men.

In New England, Boston is opening the Kirstein Business Branch, the gift of a Boston business man; for some years the Providence Public Library has had a Business Branch in the rooms of the Chamber of Commerce; the



Business Branch of the Hartford Public Library was established in 1927 and New Haven, Bridgeport and Waterbury have business and industrial and business and technical departments, all making special efforts to serve their communities.

For the Central Atlantic states, Albany in its general downtown branch is endeavoring to build up such a collection and service. The new Queens Borough Library plans to establish a separate business room. Trenton, in its Business and Technical Department, is doing well in this line, while the Business Branch in Newark and the Economics Division in New York continue their work as established leaders of their respective types.

The South makes its definite contribution in the Savannah Public Library Downtown Branch where a business collection is well under way.

Through the central portion of the country, Pittsburgh in its Business District Branch combines general work and a business collection; Detroit with the Business and Commerce Division in the Down-Town Annex; Indianapolis with its Business Branch; Cleveland with a newly established Business Bureau; the Business and Technical Department of the Fort Wayne and Allen County Public Library; and the recently instituted Business and Industrial Department of the South Bend Public Library; the Business and Municipal Reference Library at Minneapolis; and the Business Division of the Kansas City Reference Department all are moving forward with the times, while on the Pacific coast, Portland with its Business and Technical Department, San Francisco with its new Business Branch and San Diego with a Business and Technical Department in an annex of the main library building are carrying on pioneer work.

Conditions in Newark and in Boston are perhaps nearly ideal. Boston will have not only a well selected collection, but the fine resources of the main library as well as the Harvard University Libraries on call.

Newark has for more than ten years had a separate collection entirely devoted to business in the centre of the business section. It has been possible

to build up the collection so as to be up-to-date and comprehensive in its fields. It consists of directories, investment services, necessary state documents, business periodicals and specific volumes dealing with all aspects of business management. For prolonged research not completely covered by the material on file at the Business Branch there is access to the circulating and reference collections at the main library and the reference resources of the New York Public Library and certain private libraries in New York.

Because of the definite limitations of this collection, it remains selective and not so large but that it can be used with ease by the public. Here the collections of directories line the walls and are in no way fenced off from the library patrons. This increases the ease with which the material can be used and permits the time saved the library assistants to be used in preparing additional tools by which the resources are more closely analyzed.

In a large library system where there is no such branch or room for quickly satisfying the frequent questioner, the library patron must go ill satisfied or the time of the assistants who could be using their skill to better advantage is employed helping one who with this selective type of business library could help himself.

Such a business room might act in New York, Los Angeles or St. Louis and will probably act in Cleveland as an eliminator of incidental work for the extensive reference departments of economics, applied science, etc., yet acting as an agent for these departments in passing on to them patrons who need the use of these collections.

### Wichita

Miss Ruth Hammond, Librarian of the Wichita Library, has a readable article in *The Wichita Magazine* for December 18, 1929, under the title "Wichita Library Serves Trade Territory". The writer emphasizes the value of the Wichita Library as a "wholesale supply house" for the neighboring cities in Kansas. Correspondence with the Librarians covers a wide range of questions and shows the service that a large library can render to smaller libraries in the community.

## Boston's New Business Library

By William Alcott, President, Special Libraries Association

FOR many years little attention was paid by librarians to the business man who wanted help in his business or to the individual who desired information not contained in books of fiction. Of late however, conditions have changed.

The importance in which business as such is held today is shown by the great business schools which have been established in recent years. The most conspicuous of these is the Harvard Graduate School of Business Administration, a cause to which George F. Baker has given \$6,000,000.

The latest addition in Boston in a similar field of service will be the Edward Kirstein Memorial Library, whose building is now approaching completion. It is located on City Hall Avenue, in the rear of Boston's City Hall, and comes as a gift to the city from Louis E. Kirstein, one of Boston's outstanding business men, and a trustee of the Boston Public Library. The memorial is named for his father.

This Edward Kirstein Memorial Library building is the second building in America to be erected for a business library, the first being in Newark, N. J. But the Edward Kirstein Memorial Library is the first business library building to be erected in the United States as a gift of a business man. There are nearly 70 cities in the United States which are giving business library service, but not more than a dozen give this service through a separate business branch.

John Cotton Dana who started that first business branch library, was a believer in the great value of that sort of information and he started the business branch library in Newark in the face of severe criticism from many of the old-type librarians. But he became in a few years the most valuable librarian in this country, if not in the world, if value is to be measured by salary received, for he was given the largest salary ever paid at that time to a librarian.

Fifteen years ago, while James M. Curley was Mayor of Boston, he undertook to provide a business library for Boston. The Aldermanic chamber in City Hall was available for that purpose and he commissioned one of the trustees of the Boston Public Library to visit other cities for the purpose of studying the business library situation. The trustee selected for this work was William F. Kenney, day editor of the Boston Globe. Mr. Kenney visited Newark and New York. He found that 200,000 people used the business branch in Newark, that 20,000 used the city, state and telephone directories; that 15,000 used the maps and atlases; that 10,000 consulted the reference books, and that 1,000 persons used the typewriter provided for the public.

Mr. Kenney reported in favor of establishing a business branch library in Boston, but that was in October, 1914, when Europe was ablaze with war, and it blocked all plans for the time being. At that time, as Lincoln said of another war, "neither party expected for the war the magnitude or the duration which it attained." So not until Mr. Kirstein came forward with his generous offer to provide a building to contain a business branch library was it possible for Boston to proceed with its long cherished plan for a business library.

The Edward Kirstein Memorial Library will include the best features of all the other business branch libraries in this country, and will have other additional distinctive advantages. For some years the Boston Public Library, under the direction of Charles F. D. Belden, has had a working arrangement with the great Harvard Business Library by which the books of that collection are made available to the Boston Public Library. By another arrangement the books of the Harvard University Library, the third largest collection in America, are made available. Mr. Belden also hopes to make an arrangement with the many special libraries in Boston for co-operation in

supplying information through this business library.

The person who will have charge of the Edward Kirstein Memorial Library has been selected. The librarian will be Mrs. Mary Watkins Dietrichson, who was for 12 years in charge of the Minneapolis Business Branch Library, one of the outstanding business libraries of the great Middle West. Added to that experience has been a year of service at the Harvard business library and another year in the statistical department of the Boston Public Library, which she has re-organized, and Boston is to be felicitated upon having a person of such exceptional training for the new Edward Kirstein Memorial Library.

In speaking of the Edward Kirstein Memorial Library, Mr. Belden said: "The Edward Kirstein Memorial Build-

ing is to be perhaps the outstanding center in America for obtaining information helpful to business in its widest sense. It will have a live collection of books and material. It will have the pick of books on many subjects. Through the Boston Public Library we have an arrangement with the Harvard Business Library which will give the people of Boston unusual facilities. We are also planning for an advisory board of special librarians on the selection of books, and we are looking for co-operation of the special libraries in this vicinity.

The new building is expected to be ready in the Spring of 1930, the year of Boston's tercentenary, and its dedication will not be the least among the many notable events which are planned for the coming year."

## The Business Idea in Libraries

By Rose L. Vormelker, Business Research Librarian, Cleveland  
Public Library

FOR years the Cleveland Public Library has been serving the business interests of Cleveland through its centrally located Main building. The library units most instrumental in serving business and industrial Cleveland were the Stations Department; and the General Reference, the Technology and the Sociology Divisions of the Main Library.

The Stations Department has placed collections of books in 118 agencies. Of these, nineteen are in factories, six in offices and banks, and four in department stores. In addition to these collections, it makes available all of the resources of the library by means of reserves and telephone service. When possible, specific material so requested is sent to the client by the regular delivery service. On other occasions, reference sources are laid aside and made ready for the client's use when he comes into the Main Library.

The General Reference Division, strategically located on the first floor of the Main Library housed all the cyclopedic and other material too general

in nature to belong to the separate subject divisions. It served business with its year books, city and trade directories, gazeteers, pamphlet and clipping files, business services, government reports, indexes, cable codes and other up-to-the-minute material.

With its engineering pocket books, books on business administration and advertising, books on trades, government statistics, professional publications, and foreign and domestic periodicals concerning industries, the Technology Division made a specialty of having reading matter along trade, technical and business lines and gave special service often amounting to research work in the fields of technology and industry.

The Sociology Division also had a large share in the library's contribution to business interests. Here was to be found the material on statistics, corporation organization, banking, investments, public utilities, finance, real estate, insurance, economics, as well as law, political economy, social service, capital and labor, and education.

As business became more and more complex and assumed the dignity of a profession, it was evident that the library must make some intensive effort to co-ordinate all of these facilities and to develop others. The Stations Department with its many contacts already established in some of the leading manufacturing and business organizations seemed to afford an obvious starting point for such efforts. Interviews with the executives of these organizations were arranged, in which we conferred on the library's existing facilities to be used for their service and on its further development for their business needs.

The results of these interviews proved to us that our path was not to be without thorns. Some, of course, were enthusiastic about the fact that the public library was interested in serving business intensively. Others assured us it was a hopeless task. "Public libraries are too conservative," "take too long to get things," "have too many rules that make their use impractical," "staff doesn't appreciate our needs or know the sources of information," "can't get what you need when you need it." Several men expressed surprise that the public library should make any attempt to serve business executives, but made very helpful suggestions for such a development. These objections and suggestions were exactly what we needed to guide our course. They helped to clarify our problem which simmered down to:

1. Speedier routine for book ordering.
2. Book selection from a more intensive business point of view.
3. Re-consideration of "reference only" rules.
4. Developing the library's collection of such material as: a. Bank, advertising agency, and brokers letters and reports on business and economic conditions; b. Trade catalogs; c. House organs (especially for Cleveland); d. Government mimeographed releases (the list compiled by the Financial Group of the Special Libraries Association has been indispensable in checking for these); e. Publications of various Research Bureaus.

5. More publicity of our business resources, including the publication of a monthly business bulletin.

6. Co-ordination with all departments in the library and co-operation with outside sources of information.

With the idea in mind of giving even more effective service to Cleveland business men, it was found necessary to organize the work as a separate Bureau rather than as a division of the Stations Department.

To this end, on December 17, 1929, the Business Information Bureau was organized and moved to the second floor of the Main Library in the room adjoining the Technology Division and formerly used for the Patent collection.

This location affords the nearest approach to a central or single place for business and industrial "print" possible in Cleveland Main Library building.

Here are available: the commercial and investment services, market analysis studies, and trade directories and cable codes formerly found in the General Reference Division; the books, pamphlets, periodicals and special reports on such subjects as statistics, business forecasting, banking and finance, investments, public utilities, corporation procedure, formerly housed in Sociology; and books, pamphlets, periodicals and special reports on transportation, foreign trade, office management, factory and business organization and management, foremen training, industrial savings and insurance plans, salesmanship and advertising, formerly a part of the Technology Division.

In addition, an important feature of the idea is to utilize and co-ordinate the material in other divisions in answering a specific question. This can be illustrated with some of our retail trade questions. Take e. g. the question of style. Considerable material on this subject is readily available in the Business Information Bureau, such as reports of the American Management Association, the Metropolitan Life Insurance Company, the National Retail Dry Goods Association, and periodicals, such as Retailing, and books on retail trade. Other books may be classified in

700's, for example, Nystrom's Economics of Fashion, and still another is classified in 300's, e. g. Hurlock's Psychology of Dress. And the end is not yet—some of the periodicals in the general periodical room, Brett Hall, also have material on this subject and need to be consulted.

In such cases the Business Information Bureau acts as the liaison office, and gets the material to the reader rather than to refer the reader to the various divisions.

Manufacturers, bankers, statisticians, research workers, office executives as well as clerks and students are numbered among our clientele. Manufacturers ask for information on new uses for their products; new prospect lists; business and trade conditions; wage rates and labor conditions; industrial savings and insurance plans; statistical data on specific industries.

Investors use the Bureau to check up their holdings and the usual questions asked by this group are: "What was the 'high' and 'low' of—stock for—period?" "What are the ex-dividend dates for—stocks?" "When is the annual meeting of stockholders for—Corporations to be held?" "What dividends do—stocks pay?"

Occasionally it is necessary to state rather emphatically that we are not brokers and cannot give opinions; that our function is to provide and produce only that which is in print.

Research workers keep us busy with their search for statistics and statistics and more statistics. How many die castings were produced weekly in Cleveland for the last five years? What are weekly figures on new financing since 1925? What is the number of shares sold daily, weekly and monthly? What are the total monthly sales of chain stores?

In addition to questions like these are the hundreds who want to know who makes what and where; what is the one best book on—; what is a good book on standard costs, on training salesmen, on collection letters; how can this message be decoded; and so on.

The Bulletin, issued monthly, is devoted to lists of sources of information

on various subjects and to lists of recent business "print."

*Some typical questions:*

Series of stock prices that goes back to 1875 that may be compared with the Dow-Jones series.

Operating costs of various makes of motor trucks.

Forecast of conditions in the leather industry.

Price of certain chemicals.

List of mergers.

Comparative figures on amount of freight carried by rail, air, water and trucks.

Prices of various stocks.

Stock of record dates for various stocks.

Statistical data on various industries, e. g. bottle industry.

steel barrels.

paper boxes.

sewer pipes.

Employment in Cleveland in 1929.

Department store sales in Cleveland in 1929.

Condition of Cleveland banks at the end of 1929.

Number of wage earners in Cuyahoga County.

Total number of manufacturers of trucks, busses, boats, airplanes, and number of busses, trucks, boats and airplanes in operation in 1929.

Names of companies which are nationally advertised but which distribute their products through a single distributor.

Purchasing power of the dollar today as compared with 1914.

Name of an organization of manganese manufacturers in Virginia.

Costs of distribution by retail stores.

Net sales of twenty industrial companies from 1921 to date.

Axe and Houghton indexes of business activity.

Figures upon which Brookmire charts are based.

Automobile registration by cities.

New business ideas—suggestions for reading during noon hours.

Transportation on the Great Lakes.

Production of storage batteries.

Merchandising an auto service.

Value of I. Q.'s in hiring workers.

Personalizing service in public utilities.

Who are the members of the New York Stock Exchange?

American agents for several German tool manufacturers.

How many passenger cars were exported from the United States in October and November 1929?

History and present status of automotive industry, printing and publishing industry, and paint and varnish industry, in Cleveland.

Twenty books on business for high school students.

Manufacturers of leatherette.

Consumption of steel by individual railroads and how!

Prices of pig iron and scrap iron in 1914 and 1915.

Early methods of transportation.

Construction and management of garages.

Bookkeeping for a small millinery store.

Amount of fee required in various states for foreign corporations.

List of banks in Northern Ohio.

Types of printing.

## The Business Branch of the Providence Public Library

### Some Striking Features

By Dorothy G. Bell, Librarian, Business Branch

**A**LTHOUGH the Business Branch of the Providence Public Library has been organized on much the same lines as the other Branches throughout the country, several distinctive features stand out. First, there is a very interesting coöperative arrangement between the Providence Chamber of Commerce and the Providence Public Library. Through the Chamber of Commerce, the library secures the free use of two rooms with direct entrance to the street, including light, heat and janitor service, and the use of whatever magazines are purchased by the Chamber. In return, the Public Library agrees to maintain free business information service and reading room facilities. This is the first instance of a Public Library and a Chamber of Commerce joining forces to establish and maintain a Business Library free to all. The plan has provided a very intimate introduction to the business men of the city and places the Branch Library right in the heart of the business district. It is three-quarters of a mile from Central and across the city's center.

Another noteworthy feature is the telephone service. By means of direct wires, both through the Chamber of Commerce and via the Central Library, readers are able to secure assistance even though they have had no previous personal contact, and therefore, often develop into future readers. A private

wire connects the Branch with the main library across town.

A third special feature is the connection between the Industrial Department in the Central Library and the Business Branch. There is considerable over-lapping between these divisions of the Library's work,—and so the same librarian serves as the head of both compartments. In this way, she is able to keep in touch with work at the Central Library as well as at the Branch and thus bring about closer coöperation and co-ordination between these two highly specialized branches of the library's service.

The service of the branch has increased steadily, with an information and reference service count of 14,816 for the year 1929; 3,179 telephone calls were received; and 8,769 books were circulated. The current year is showing a marked increase in circulation, the first three months indicating an increase of over 500 for the quarter. The book stock includes 3,149 volumes in addition to a battery of vertical file material.

The coöperative plan of organization makes the matter of advertising rather simple. Through the special interest of one of the Chamber of Commerce officials, plans are under consideration which should bring the branch and its resources very close to the city's leading business men.

## What Indianapolis is Doing

By Ethel Cleland, Librarian, Business Branch, Indianapolis Public Library

**E**IGHT-THIRTY and the morning mail. Clean newspapers and fresh magazines. Energetic early customers dash in with, plainly, a busy day ahead. Others, more leisurely, stroll in for a quiet hour with a favorite journal. A stenographer leaves a book on her way to work. The crowd grows thicker. City and telephone directories from other cities are in demand. Special trade directories are consulted. Many a mailing list gets its start here. A huge book of maps has been pulled out of the atlas case. The big dictionary is never idle long. Massive reference volumes lie around, evidence of the search for information. The morning lengthens and more chairs are occupied. Colorful trade papers are scattered about. Pamphlets, clippings, maps and pictures, taken from the files to furnish special data, strew the tables. All this must be straightened before the noon rush begins.

Noon—with both copies of the local directory working hard. Rivalry develops over the biggest trade directory, the brand new Chicago directory and the Indiana Gazetteer. Watch accountants, insurance men, realtors, salesmen, advertisers! They all know just where the books of their trades are. Research workers, statisticians and investors need not be told twice where to find the economic, financial and statistical services. One man pauses at the "New Book" shelf, another at the "Take One" table to examine the gay-colored lists of business books. The latest one is on advertising. The next will be on accounting. A regular patron brings in a friend and shows him around. Two advertising men discuss samples of commercial art displayed on the bulletin board. The back file of a newspaper is called for. The School Business Office in the same building wants the city building code. Books and magazines are being lent in a steady stream. A list of magazine references must be looked up. Girls from a department store ask for books on selling. A banker telephones for a book and sends his messenger for

it in hot haste. Three men pore over geological maps from a western state.

Suddenly the storm dies down. There is a lull before the afternoon's onset. And now, along with business men and women, troop in high school pupils from commercial classes and college students drop from courses in business. By 5 o'clock the tide has definitely turned. Folks are on their way home now from desks and offices. Adult students taking extension courses in business stop for assigned books or an hour's study. Directories lie neglected. The telephone grows quiet. The few who remain are absorbed in their reading. Once more is order restored out of the chaos on the tables. Books are shelved. The day's loans are counted. A last energetic customer dashes in for a last book. The last reader, oblivious of time, is gently urged out. Six o'clock and the door is closed for the day.

### THE LIBRARY AND THE NEED

What kind of people use the Business Branch of the Public Library on Ohio and Meridian Streets? What questions do they ask? To answer adequately would take a volume. Perhaps a sample package will do.

Advertising Men want such things as layouts for furniture ads, ideas for posters, window displays for pottery, clever selling letters, pictures of everything under the sun from a fly to the Floradora Sextette.

Accountants, with a hand in every business, often seek aid on special accounting systems for consignment sales, building and loan associations, motor bus operation, manufacturers of silverware and radio cabinets, motion picture production, fire insurance reserves and good will.

The Store Manager demands forms and records for the alteration department, an organization chart for a big store, how to handle demonstration sales, store location in relation to community centers, inventory methods, how to mark down and yet keep a profit.

Sales Managers ask for topics for weekly "pep" talks to salesmen, ideas for sales contests, conventions, standardized sales talks, exclusive agency contracts, and maps for territorial analysis.

The Factory Manager's needs are simple. He wants operation sheets for production progress, rate selling for piece work, Bedaux system of wage payment, and calculations for labor turnover.

The Office Manager, all for organization, investigates the cost of typing a letter, the merit system in offices, clerical salaries, and the qualities by which one can test the efficiency of office workers.

The Salesman's main interest lies in the goods he is selling, whether it be rayon, electric refrigerators, umbrellas, candles, men's clothing, or millinery.

List Compilers dig in strange places for lists of perfume importers, flying fields in the United States, rice polishers, dog raisers, greeting card houses, feature syndicates, weekly newspapers, biological laboratories.

Hundreds of other questions refuse to fall into groups, as for example, the duties of a hotel hostess, form for a chain store lease, management of a sandwich shop, ground value fluctuations, jobber co-operation for a new product, mortality table for women, air rights for the builder, how much is spent on candy, the number of commercial failures, the average family and its average income.

#### A FEW RANDOM QUESTIONS

"An accounting system for consignment goods, please."

"We are reorganizing our fitting department. How are alteration rooms in other stores managed and have you any samples of their forms and records?"

"Just what are the duties of a sales promotion manager?"

"How many pairs of hose are sold per family?"

"Everything you have on selling mechanical refrigerators."

"We are putting in a new book department—can you give me some ideas for posters?"

"I am working on a sales manual for my department but I'm stuck—have you some sales manuals I could see?"

"Any suggestions for layouts for furniture ads?"

"Have you an organization chart for a big store?"

"I want books on managerial control."

"How are salaries of executives estimated in a business budget?"

"What is the annual expenditure for jewelry, candy, shoes?"

"How are demonstration sales handled in a big store?"

"How is this new stuff, celanese, made and dyed?"

"I want some kind of an electric light stunt to attract attention to a second story window."

"Have you anything on store location in relation to community business centers?"

"What correspondence schools give courses on interior decoration?"

"How much hardware was sold in this city last year?"

"What is the effect of direct selling on department store sales?"

"Have you something that tells the story of cosmetics?"

"I sell men's clothing and I need some new ideas."

"Is there anything on how to sell art goods—I have a new job in the gift department."

"Have you a file on sales contests in a big store?"

"I am working on Christmas ads—haven't you a lot of Christmas pictures?"

"What is the latest dope on time-payment accounting?"

"The boss is thinking of putting in intelligence tests for our salespeople—have you any sample test?"

"Could you fix me up a reading course on collection letter writing?"

These sample questions taken at random for the monthly reports of the Indianapolis Business Branch Library constitute evidence enough that retail trade has discovered the library. Here, among this vast army of busy people who, either through separate, smaller establishments or through the big department stores, are occupied in supplying us all with the necessities and the luxuries of present day life, lies an enormous potential market for the public library.

#### ANTICIPATING THE DEMAND

To meet this growing market adequately, anticipate its demands and hold its interest by well-selected goods and efficient service, librarians all over the country, in smaller towns as well as



larger cities, should be thinking about their stock in trade. Is it going to be what will be asked for—is the supply large enough—are the goods well advertised — are they attractively displayed — and, above all, do the library salespeople know the goods and how to sell them?

If it is only in quite recent years that officers and employees of retail stores have been coming to the public libraries asking for assistance, it is largely because it is only in recent years that libraries have had much to offer them that is really useful and constructive in the management and operation of retail businesses.

Industry has revolutionized the methods used in the production of goods, has adopted scientific principles for the management of big factories, has proved the value of, or rather, the necessity for, industrial research. And today marketing and merchandising are experiencing similar changes.

Retail trade is developing its own scientific methods of operation and, through the combined efforts of the United States Department of Commerce, trade associations, schools of business administration established at all larger colleges and many smaller ones, chambers of commerce, progressive trade papers and all sorts of other active, wide-awake agencies, a new science of commercial research is being evolved and a great mass of reliable statistics, surveys, studies and up-to-the-minute information has been made available for the special use of the business man.

Publishers of business books have kept pace with business trends. Business books have changed radically in the last decade. In the newer type of business book, vague generalizations, heavy treatises and dry-as-dust textbooks have given place to a livelier economics, closer study of definite problems of business organization and operation and more careful analyses of business data. Even their style has altered and dull, bombastic or "inspirational" language has become simple, straightforward, interesting reading.

#### RETAIL TRADE A FEATURE

How many different phases of finance and business are employed in the conduct

of a single retail establishment! Why, retail trade employs practically every business function! In the large store these functions are carried on by departments, in chain systems they operate from central offices, in the small store or shop they are done by the individual. A library that tries to meet the book needs of just the retail trades people of its community will soon find that it has built up a good all round collection of business books.

Can you visualize them besieging the public libraries—the executives and officers, the store managers, the members of the big research departments, store accountants and auditors, budget makers, credit men, purchasing and stock department staffs, the men responsible for the store inventory, personnel chiefs and educational directors, the advertising department with its window display forces, copy writers, commercial artists, cardwriters and poster makers, sales managers and countless salesmen, the big corps of office workers and delivery men behind the scenes!

Let librarians, in active communities where the stores are lively and the merchants progressive, try out, at least for a year, the experiment of adding regularly to their shelves a few books on the problems of retail trade. With local co-operation and good publicity for the plan as a whole and for the books as they appear, a real new clientele for the public library may be unearthed. Personally, I believe business books will pay.

#### Hartford

The development of a Business Branch Library at Hartford in the latter part of 1928, was due in large degree to the necessity of giving special consideration to the business interests of the city. As the space in the central library was inadequate to house a collection of this type, suitable quarters were found in the Old Times Building at Main and Grove Streets and on January 2, 1929 the building was opened to the public. Special attention was given to books on advertising, selling and general merchandising with emphasis upon insurance, banking and investment. A collection of two hundred trade periodicals received by the library proved a valuable source of information. A series of lectures on investment subjects were undertaken as a means of interesting people in the library and its merit.

## The Economics Division of the New York Public Library

By R. A. Sawyer, Chief of Economics Division

TO those who ask why the New York Public Library has no business branch it is often pointed out that almost the entire library is now being used by "business." Situated at the center of one of the most rapidly growing business districts in the world and surrounded by innumerable commercial organizations and special libraries requiring information on the widest variety of subjects this library is furnishing research facilities to business men in nearly all its reading rooms. But in a narrower sense, information along lines usually associated with the word "business" is in general sought in the Economics Division.

Called "Economics" for convenience, the present division is really a combination of the former divisions of Economics and Sociology, and Public Documents. Having to deal with all branches of economics, many of the other social sciences, and government publications of all kinds it cannot be called a special library as that term is commonly understood, for its field is obviously rather general. Furthermore it cannot hope to collect and arrange information on particular commodities or industries to the same extent as a library engaged in restricted work. As part of a great reference library intended for the use of future generations as well as those now living it cannot expend all its funds and energies on material of purely contemporary value, whereas a commercial library may reasonably consist of little else. It is not intimated that the Economics Division neglects current interests,—far from it, as anyone who has seen the throng of readers around the current periodicals and financial services can testify, but the permanence of the collection is always considered in making selections.

With upwards of three hundred thousand volumes on its shelves the growth of the division is directed toward the acquisition of those books, periodicals

and government documents of all countries which are essential to the understanding of present economic and social conditions and which in later times will enable the economic historian to reconstruct and interpret our life today. This involves the attempt to discover and secure the following.

1. The works of the leading sociologists, economists and political scientists in all countries, as well as the most useful monographs on important industries, natural resources, banking, economic geography, labor, foreign trade, etc.

2. Economic and sociological periodicals, trade journals, proceedings of associations and chambers of commerce, bulletins and annual reports of the great banks, annual handbooks, stock exchange manuals, trade directories, and statistical indices such as the Harvard Economic Service and its foreign counterparts.

3. The fundamental government publications, by which are meant the parliamentary debates, laws, official journals, reports of principal departments, and particularly statistical reports and periodicals. Of American federal, state and principal municipal documents the Library has of course always acquired the collected editions and most of the departmental editions, but it is not so generally known that foreign, national, provincial or state, and municipal documents have been gathered on the same scale. As examples of this collection may be mentioned the British House of Commons Papers of which there is a partial file from 1731 to 1825 and a complete file from 1826 to date; similar files are here for the British colonies and dominions, and the other principal countries. As might be expected in the largest port of the country foreign trade statistics are in great demand and every effort is made to have com-

plete files on this subject. The progress of America as the world's banker is attended by requests for the budgets and financial accounts of foreign nations and municipalities which are to be found here in great numbers.

A collection of this character and size is not easy for the public to use, since it is far too large to be kept on open shelves, the catalogues have become so extensive as to bewilder the inexperienced, and because much of the reference work must begin where the catalogue ends. Consequently visitors expect and receive all the help the staff can give them in discovering whether certain information is to be found in the library. And it is nearly always information, not a specified book, that is wanted. For this work the division has a staff of ten trained librarians and eleven clerical and junior assistants. During a greater part of the year they have to attend the needs of about five hundred readers a day, besides requests which come by telephone and mail. As a rule no research work is done for readers by the staff, but information requiring no great time to look up is given by telephone and mail. Letters

asking for information or bibliographies which clearly cannot be supplied by libraries in the vicinity of the writers receive as much attention as may be required to send an adequate answer.

One other feature of the work of the Economics Division which should be of interest to special librarians is the assistance it renders to the Public Affairs Information Service. The Bulletin of the P. A. I. S. is published co-operatively by an informal association of libraries of which the New York Public Library is one. Though the Library assumes no responsibility for the Bulletin it permits the editorial work to be done in the Economics Division, an arrangement of mutual advantage. Subscribers to the P. A. I. S. receive what is really a subject index to the most important weekly accessions to the New York Public Library, covering books, periodicals, proceedings, pamphlets and government documents in English, wherever printed.

In the conduct of its work the Economics Division is often indebted to special librarians for their willing assistance and the present opportunity is taken to offer in return any service it may be in our power to perform.

## Service to Business Men Through the Savannah Public Library

By Ola M. Wyeth, Librarian, Savannah Public Library

WHEN the Savannah Public Library was built fourteen years ago, the mistake was made of locating it in the residence district, two miles from the business center and two blocks from a car line. Thus, it was handicapped from the very beginning in its attempt to reach the business men and women, and others living in the Northern section of the city. Almost from the first, there was talk of a down-town branch, but rapidly increasing needs had to be met with slowly increasing appropriations, and not until a room was offered us, rent free, were we able to consider such a branch.

In May, 1926, one of the leading newspapers built an addition to its plant and

invited us to use one room. This offer was accepted and the more up-to-date books and current magazines on business and the trades, together with a small collection of fiction and general literature, were transferred from the Main Library as a nucleus for the new branch. This room is entirely too small; it is on the second floor, and somewhat removed from the active business section, but it is within easy walking distance of anyone in that section and several car lines pass the door.

The association with the Morning News has been a happy one. Not only do their large staff use the library as we like it to be used, but they have been most generous in giving free advertising

when they have had the space, as well as occasional feature articles and editorials. For sometime they ran a daily 2 x 4 advertisement, the wording of which was changed every week. Some examples were:

**REALIZING  
ON REALTY**

Study the books on Buying, Building  
and Selling  
Awaiting you at the Down-Town Branch

**SAVANNAH  
PUBLIC LIBRARY**

MORNING NEWS BUILDING  
105 Bay Street, W. Phone 1549  
Open 10 A. M. to 7 P. M.

**The MAN in  
Management**

How develop him is answered in many  
books available at the

*Down-Town Branch  
of the*

**SAVANNAH  
PUBLIC LIBRARY**

MORNING NEWS BUILDING  
105 Bay St., W., Phone 1549  
Open 10 A. M. to 7 P. M.

? ? ?

*Any Old Directories?*

The Savannah Public Library will greatly appreciate the donation of any copies of the old (1927) Savannah directory. Books may be left at any of the branches, or will be called for if you'll just 'phone 1549 between 10 A. M. and 7 P. M.

*We Thank You*

**SAVANNAH  
PUBLIC LIBRARY**

*Down-Town Branch*

MORNING NEWS BUILDING  
105 Bay St., W., Phone 1549  
Open 10 A. M. to 7 P. M.

Just recently they ran a half page advertisement for two days on the subject of advertising, listing many of the books to be found at the branch and the Main Library. At the same time the books were displayed in a store window, the use of which a generous firm has given us for an indefinite period.

Although this window is used for advertising the whole system, attention has been called to the special business

feature of the Down-Town Branch more often than to any service the library offers. Successful displays have been installed in this window of books and magazines on Savannah's industries, salesmanship, retail stores, stocks and bonds, and capital and labor.

As a further effort to stimulate interest in our really creditable collection of business books, our Branch Librarian has been making calls on the heads of large firms, telling them what the branch offers to them and to their employees. Lists of department heads have been secured at such times and these names added to our mailing list for occasional form letters and for notices of new books likely to interest them.

By these means we are making the business men realize that the library is operated for them as well as for their wives and children, and when they want the help that we can give, they are more apt to turn to us than they were three years ago. Many stenographers, clerks, and messenger boys form the habit of dropping in for a part of their lunch hour and very soon learn that they can get quick information for themselves or their employers by telephoning the branch.

However, it seems doubtful whether a really successful business branch can be operated in connection with a general branch, unless there is enough space to allow a certain section to be reserved for business purposes. We take it that Savannah is not unique in having more readers of fiction than of practical books. Their presence in such numbers in our small room and the resultant confusion is apt to discourage the serious reader, but Savannah needs a general branch in this neighborhood quite as much as the special one, as, through it, many people are reached who would not otherwise use the library.

As the demand does not warrant it, nor funds permit it, we are not likely to have an exclusive business branch for many years to come. Our Mayor and Council seem almost persuaded of our need for larger quarters on the ground floor and more strategically located, and we are now hoping that the necessary funds for this may be made available in the not too distant future.

## The Business Branch in San Francisco

By Anita Levy, Branch Librarian

A LITTLE less than a year ago the time seemed ripe for an experiment in the San Francisco library world. This experiment, the opening of a Business Branch at 1104 Russ Building, in the financial center of the city, has more than justified itself by the hearty response and appreciation of its patrons. As in all pioneer movements, it will take time to be "noised abroad." Only a limited number of business men know of the convenience that is within a few minutes walking distance of their offices, but already the Branch is growing in favor and patronage.

Many organizations and private corporations have their own libraries, specializing in their individual subjects. It remains for the Business Branch to be the storehouse that will supply the necessary data for all types of business. Business Branches are now a common factor in the East, many cities establishing them since the opening of the Newark Business Branch nearly twenty-five years ago. Newark was fortunate then in having a man of such broad and sympathetic vision as John Cotton Dana to pioneer the undertaking. San Francisco is fortunate now in having a Board of Trustees and a Librarian willing and able to emulate him. And San Francisco is the pioneer in the West!

The Branch is starting modestly in small quarters, but has every expectation of outgrowing these present quarters as it becomes better known and patronized. Already all available space is being rapidly filled with additional business and statistical books so that the collection may be kept up to date and comprehensive. Magazines give the most recent data on all current happenings and our business services are found useful to the stock and bond men.

Few business men can afford the expensive outlay entailed in maintaining private libraries of their own in up-to-the-minute business literature. It is the aim of the San Francisco Public Library

through its Business Branch to supply these aids and to make them easy and convenient of access. The Main Library is behind the Branch and in a position to supplement what the Branch lacks in the way of reference material. Semi-weekly service between the Main Library and the Branch enables the busy man to have his information brought to him. Telephone service is encouraged when more immediate service is required.

As the actual Reading Room consists of the usual office room of a modern building it is readily understood that the space problem has necessitated apparent neglect of directories as valuable material. However, patrons are referred to any of three collections in the vicinity: Polk's Directory Exchange, The San Francisco Chamber of Commerce or the Main Library. There is no doubt that in time we will have our collection. The Pacific Telephone and Telegraph Company has been kind enough to supply us with recent telephone directories which are still useful.

While this branch opened originally as a reference library, the demand for home circulation of the books was so great that our librarian yielded to it. The larger part of the collection (fully three quarters of it) is circulating under the same system and with the same privileges as the Main Library. Of course such books as are purely statistical do not leave the branch, but are for reference use only. The research student is referred to the Main Library for more intensive study. During the month of January, of the 960 volumes on the shelves, 428 circulated.

As the demand grows, there is every reason to believe the Business Branch will increase its collection and improve its service. How fast that growth is, will depend largely on the interest and encouragement shown by those it is meant to serve, the business people of San Francisco.

## Publicity for Public Business Libraries

**C**ERTAIN business departments of public libraries issue at regular intervals bulletins on their collections. Other libraries plan to do this eventually. The bulletins already established are:

**Cleveland.** Business Information Bureau Monthly Bulletin. This is a two page leaflet devoted to notes on current business information as found in books, services, pamphlets and periodicals and to lists on specific services. First number, January 1930, lists sources of information for the investor; the February issue deals with the library's resources on retail trade.

**Newark.** Business Literature, formerly called The Business Branch of the Newark Public Library; a monthly note of services. This is a two page leaflet issued the middle of all months but July and August by the Business Branch in Newark. Special numbers for 1929 and 1930 are "Business and the Use of Print," September, 1929; "Investors and the Business Branch," November, 1929; "What Every Business Man Should Know," December, 1929; "Directories for Business," February, 1929; and "Other Directories for Business," March, 1929.

**Providence.** Business Branch of the Providence Public Library. This consists of a reprint from "Books for All," the library bulletin of that section devoted to annotated lists of business books and notes on special collections at the Business Branch.

**Washington.** Monthly multigraphed bulletin, Technology Division News. Started November, 1928 and lists many business books and items of interest to business men. It is distributed at the main library, the Technology Division, and the Branches.

During 1929 and for 1930 to date, magazine articles for business men and print by public librarians have appeared as follows:

An undeveloped market. Newark. Retail Bookseller, September, 1929.

Business Branch of Hartford Public Library Directory Journal, May, 1929.

Business men and print. Newark. Library Journal, April 15, 1929.

Business men are reading. Indianapolis. Nation's Business, October, 1929.

Creating demand. Newark. Library Journal, October 1, 1929.

Directories and their public use. Newark. Directory Journal, May, 1929.

Getting the most out of other people's advertising. Indianapolis. Library Journal, October 1, 1929.

How business can profit from the library. Newark. Forbes, December 1, 1929.

Libraries as business research centres. Newark. Library Review, Autumn, 1929.

Library service for business men. Cleveland. Libraries, March, 1930.

Speeding up. Newark. Libraries, June, 1929.

Book notes from the Business and Technical Department of the Portland library have appeared in the Pacific Engineer and in the Credit Ledger; from the Technical Department of the Tulsa library in the Oil and Gas Journal, and the Refiner and Natural Gasoline Manufacturer; and from the Newark Business Branch in Special Libraries.

In the bulletins of the respective libraries, articles have appeared as follows:

Building and loan associations. Newark. The Library, May, 1929.

The Business Branch creates demand. Newark. The Library, October, 1929.

Business Branch keeps a diary for a day. Indianapolis. Reader's Ink, January, 1929.

Chain stores. Minneapolis. Community Bookshelf, March, 1930.

Cross word puzzles at the Business Branch. Indianapolis. Reader's Ink, January, 1930.

Leeds and Newark. Newark. The Library, April, 1929.

In the library bulletins of Hartford, Indianapolis, New Haven and Portland, space is devoted each month to annotated lists and other notes from the Business Branches or Sections.

In certain cities the Chambers of Commerce have co-operated in various ways. In Detroit, notices of new books appear in the Detroit Board of Trade circular. In Hartford, lists of books on advertising, automobile insurance and professional merchandising have been printed in the Chamber of Commerce organ, as well as a story on the Hartford Business Branch; while the president of the Chamber of Commerce has co-operated by sending over his signature letters to brokers in Hartford on the resources of the Busi-

ness Branch. In Los Angeles, Southern California Business, the organ of the Southern California Chamber of Commerce, had an article on Our Public Library Investment. In Oregon Business, Portland was represented by Oregon Rich in Minerals, an article on books available at the library. In New Haven the Chamber of Commerce has used in its journal a one page story on the work of the business library, and has distributed 14,000 pay envelope insertions. In San Diego the Chamber of Commerce organ contained an article on the Business Department of the San Diego Public Library.

Libraries have co-operated with house and association organs by, in Detroit, furnishing articles and lists of books for the J. L. Hudson Company house organ, those of trust companies, the Crowley Milner Company house organ, etc. Portland has sent book notices for Montgomery Ward and for the Meier and Frank Store house organs, and the Oregon Merchants' Magazine. Hartford furnished notes for the Sage-Allen Department store house organ, while Los Angeles has had articles in the Los Angeles Realtor and the Los Angeles City Employee.

Newspapers give space for regular weekly lists of books in Bridgeport, Hartford and San Diego, while lists, special items and editorial comment have appeared in papers in Los Angeles, Newark and South Bend.

Special printed book lists were brought out during the year on the following subjects:

Hartford, Advertising and Selling.

New Haven, Office Practice; Advertising; Publicity and Display; Selling; Accounting; Banking and Investment; Real Estate; Insurance; Statistics and Graphs; Personnel Work.

Newark, Books for the Executive and Beginner; Some Investment Books, 1926-1929.

Pittsburgh, Investing; Psychology Applied to Business; Salesmanship and Salesmanagement; Banks and Banking.

South Bend, Advertising; Accounting; Real Estate; and Salesmanship.

Tulsa, a six page list on petroleum.

Special pamphlets brought out during the same interval were:

Minneapolis, Volume I of Occasional Notes, City Manager Plan.

Newark, 500 Business Magazines Classified by Subject, and The Business Branch, a reprint from the pamphlet on the branch libraries of Newark.

Pittsburgh brought out a four page folder devoted to the work of the Branch.

For special publicity in Albany, Hartford and Newark, blotters have been distributed advertising the Business Branch. Detroit distributed a book mark with a map of the city. Hartford used the Business Branch for five lectures on investment information by R. L. Smitley, and Tulsa had at the International Petroleum Exposition an exhibit of an oil and petroleum library.

## Nominating Committee Report

The Nominating Committee, Miss Elizabeth B. Wray, Chairman, submits the following list of candidates, as officers for the ensuing year:

President: Miss Margaret Reynolds, First Wisconsin National Bank, Milwaukee, Wis.

First Vice-President: Miss Jessie Callan, Bessemer & Lake Erie Railroad, Pittsburgh.

Second Vice-President: Miss Louise Dorn, Detroit Edison Company, Detroit, Mich.

Treasurer: Miss Elizabeth O. Cullen, Reference Librarian, Bureau of Railway Economics, Washington, D. C.

Director for Three Years: Angus Fletcher, Librarian, British Library of Information, New York, N. Y.

## S. L. A. and Its Field

THE experience of twenty-one years in the history of Special Libraries Association demonstrates certain things clearly. When John Cotton Dana explained to the members of American Library Association, in 1909, the reason for organizing a movement in the special library field, it was because of the great difficulty then existing of learning anything about others engaged in special library work. At that time the United States was the most library-minded country in the world. It claimed then, as it does today, the largest library association in existence, and that Association had been organized for a third of a century. Yet the knowledge of the special library field, its work and extent, were almost wholly unknown. And it was because of that condition that Special Libraries Association came into being.

The first of several things which S. L. A. has demonstrated is to reveal the extent and diversity of the special library field. Today nearly 1,200 members in a nationwide organization attest this fact. In ten large cities of this country, from the Atlantic to the Pacific, local associations of special librarians have been organized and are functioning effectively. Other groups of special librarians, each in a single field, have been organized with far-reaching results and have given a new meaning to library organization. Groups of special librarians in the fields of finance, insurance, journalism, (to mention only three), possess organizations of inestimable value.

S. L. A. has produced a new literature in the library field. For two decades a magazine has been published, which easily stands at the head of publications dealing with the special library field. Through the magazine and in separate publications a large number of bibliographies have been published. Directories of the national and local fields have also been produced.

Every year since 1909 a national conference has been held with increasing value. These conferences have aroused new enthusiasms, created new contacts, and have imparted valuable information to all who have attended them. One of the striking illustrations of this occurred in 1923 when a British special librarian attended the conference at Atlantic City. He was so thrilled and impressed with the value of such a conference that he returned to England and proceeded to organize a similar association, which is now functioning successfully in its seventh year.

Probably the greatest service which S. L. A. has rendered in the past twenty years to the whole library field, has been in the organization of annual conferences, and in this respect, the approaching conference in San Francisco in June may well be the best of all in interest and value

WILLIAM ALCOTT, *President.*

\* \* \*

MISS K. Dorothy Ferguson, Chairman of the Program Committee, informs us that the climate of San Francisco, in June and July, demands the use of heavier garments than are usually needed in other parts of the country. She suggests that the ladies include a knitted sport suit or a suit and fur neck piece for daytime wear and provide themselves with a fur coat or heavy wrap for evening wear. Miss Ferguson has made no suggestion regarding the men, but we trust they will be guided somewhat by the advice thus given.

\* \* \*

THE Editor regrets an error which appeared on the editorial page of SPECIAL LIBRARIES for March. The Columbia School of Library Science was referred to as the Columbus School of Library Science, and we extend our apologies to our readers, to Dr. MacPherson and Professor Rhodes, for the blunder.



## Business Branches

THIS issue of SPECIAL LIBRARIES is devoted to the Business Branch of the Public Library with Miss Marian C. Manley as special editor. The growth of these branches within the past few years has been noteworthy and Miss Manley's résumé of the business library field, presented on another page, is evidence that the business branch serves a real need in the community. The contributions to this number have all come to us from librarians in this particular field, with the exception of a description of the new business library in Boston, recently given by Mr. William Alcott, Librarian of the Boston Globe and President of the Special Libraries Association, as a radio talk. We have also included the Economics Division of the New York Public Library in the group of business libraries, as the wide range of service of this library and its strategic position in the modern trade center of New York City, Fifth Avenue and 42nd Street gives it proper place in this category. A visit to these libraries or even a casual study of their activities clearly shows the extent to which they are used by persons from all walks of life.

## Statistical Sources of Information

THE Commercial-Technical Section of the Special Libraries Association has, as one of its projects, an index to statistical sources of information, with Miss Marian C. Manley, Branch Librarian of the Business Branch of the Newark Public Library, as chairman of the committee. Through the co-operation of Mr. W. P. Cutter, of the Baker Library of Harvard University, a rough outline of a chart for this purpose has been made available. The committee is now working on the project and plans to have definite progress to report at the San Francisco convention, if not before. Anyone interested in such an index, and with suggestions to offer, is urged to get in touch with the chairman.

## Annual Conference

ONE of the best programs ever prepared for the annual conference of Special Libraries Association is now about complete for the coming conference, which will be the 22nd annual conference, and will be held at Hotel Clift, San Francisco, Calif., from Wednesday, June 18, through the remainder of the week.

Sessions are planned for forenoon, afternoon and evening, with a wise distribution of time for relaxation and sightseeing. Both breakfast and lunchtime will be utilized for group conferences.

The program committee consists of Miss K. Dorothy Ferguson, librarian, Bank of Italy, San Francisco, Chairman; Miss Marian C. Manley, librarian, Business Branch Library, Newark, N. J.; Miss Margaret Withington, librarian, Scripps College Library, Claremont, Calif.; Ralph M. Whiting, Municipal Reference Library, Los Angeles; Miss Sophia J. Lammers, librarian, Schaffner Library of Commerce, Northwestern University, Chicago.

Thomas Cowles, librarian of the California Academy of Sciences, San Francisco, is chairman of the local committee of arrangements.

Angus Fletcher, librarian, British Library of Information, 551 Fifth Avenue, New York, is chairman of the Travel Committee, and Miss Rebecca B. Rankin, librarian, Municipal Reference Library, New York, is chairman of the Hospitality Committee.

The tentative program is as follows:

## Tentative Program

WEDNESDAY, June 18.

10 to 12—First General Session.

Addresses of Welcome: Almer J. Newhall, President, San Francisco Chamber of Commerce; Milton J. Ferguson, State Librarian, Sacramento. (5 min. each)

Response. Miss Eleanor S. Cavanaugh.

Addresses: (a) "The Industrial West," F. T. Letchfield, Wells-Fargo Bank.

(b) "Part Library is Playing in Development of Industrial West," Thomas Cowles, President Special Libraries Association of San Francisco, introducing Mrs. Amy Caya, State Chamber of Commerce, San Francisco; Miss A. Windele, Financial Libraries.

Guy E. Marion, Research Department, Los Angeles Chamber of Commerce, introducing B. E. Edwards, El Segundo Standard Oil Company; Miss H. G. Percy, Paramount-Famous-Lasky Corporation, Hollywood; Mrs. Creveling, San Diego Consolidated Gas & Electric Company. (5 min. each)

President's Address.

12 to 2:00—Luncheons.

2:00 to 4:00—Group Sessions

Financial Group, Stock Exchange Auditorium

6:30—Banquet, in Western Women's Club Ballroom. Milton J. Ferguson, toastmaster.

Addresses: Robert Newton Lynch on "Pacific Relations;" Judge J. F. Davis on "California;" Gerald Campbell, British Consul General, "The Far East"

THURSDAY, June 19.

8:30 — Breakfast Conference Civic-Social Group.

10:00 to 12—Second General Session. Subject: "Public Libraries for Business Use."

"The Municipal Reference Library and Its Service to Business," Miss Josephine B. Hollingsworth, Municipal Reference Library, Los Angeles. (15 min.)

"How the Private Business Librarian Helps and is Helped by the Public Business Librarian." Mrs. A. F. Leidendeker. (15 min.)

"What the Public Business Librarian Offers the Special Librarian, and *vice versa*," Miss Florence Bradley. (15 min.)

"Summary of National Survey of Public Business Libraries and Suggestions for Co-operation between them and Special Libraries." Miss Marian C. Manley. (15 min.)

Discussion: "What the Public Business Librarian Offers the Special Librarian, and *vice versa*." Miss Rose L. Vormelker. "Library Service to Business in San Francisco."

(a) By the Public Library, Robert Rea, Librarian, San Francisco Public Library. (5 min.)

(b) By the Mechanics Library, Otto Von Geldern, Chairman of the Board. (5 min.)

(c) By Special Libraries of San Francisco, H. A. Worthington, Pacific Gas & Electric Co. (10 min.)

12.00 to 2:00—Luncheon Conference Financial Group.

2:00 to 4:00—Group Sessions.

Commercial-Technical Group.

Newspaper Group.

4:00 to 6:00—Trip around the City The San Francisco Chamber of Commerce has arranged a tour to all places of interest.

6:00—Dinner in Chinatown Chinese-American menu. After dinner there will be a trip through Chinatown, including Chinese Theater, Society of Six, Peking Exchange, Chinese Native Sons Hall, and to other interesting places, with plain-clothes escort.

FRIDAY, June 20.

8:30—Breakfast Conference. Civic-Social Group.

10:00 to 12:00—Third General Session.

Group Reports.

Local Association Reports.

Committee Reports.

Report of Nominating Committee.

Election of Officers.

Plans for 1930-1931.

12:00 to 2:00—Luncheon Meetings.

2:00 to 4:00—Group Meetings.

Insurance Group.

Civic-Social Group.

4:00—Trip to Palo Alto via Skyline Boulevard, and visit to Hoover War Memorial Library, Stanford Library, Stanford Chapel.

6.00—Dinner at Woodside Country Club, on return from Palo Alto. Return to San Francisco through San Mateo and Burlingame.

SATURDAY, June 21.

10:00 to 12:00—Group Meetings.

Commercial-Technical Group.

Financial Group.

### Hotel Rates

#### HEADQUARTERS: CLIFT

GEARY AND TAYLOR STREETS

Room with bath, \$4.00, \$5.00, \$6.00.

Double Room, bath, \$6.00.

Double Room, bath, twin beds, \$6.00, \$8.00.

Room with bath, each extra person, \$2.00.

Parlor, bedroom, bath, \$20.00.

#### BELLEVUE HOTEL

GEARY AT TAYLOR STREETS

Single room with bath, \$3.00.

Double rooms with bath, \$5.00.

Double rooms with bath, twin beds, \$6.00.

Extra cot per person, \$1.50.

Two-room suite connecting bath with double or twin beds, \$8.00.

#### SIR FRANCIS DRAKE

POWELL AT SUTTER STREETS

Single room with bath, \$4.00.

Double room with bath, \$7.00.

Double room twin beds, \$8.00.

Extra cot per person, \$1.00.

#### WESTERN WOMEN'S CLUB

SUTTER AND MASON STREETS

Single room with bath, \$3.50.

Double room with twin beds, \$5.00.

**Note—All rates are per day for each person.**

#### RESTAURANTS AND TEA ROOMS

The local committee state that there are numerous tea rooms near the hotels which serve inexpensive luncheons and dinners.

### San Francisco Day Letter

SEND IN YOUR NAME TODAY STOP CONVENTION LESS THAN TWO MONTHS OFF STOP TRAVEL COMMITTEE HAVE HAD GOOD RESPONSE TO THEIR EFFORTS SO FAR BUT THEY WANT TO HEAR VERY SOON FROM ALL MEMBERS WHO HAVE BEEN ABLE TO MAKE UP THEIR MINDS ABOUT ATTENDING STOP FROM WHAT ONE HEARS THERE WILL BE VERY REPRESENTATIVE GROUP FROM EAST STOP THERE IS SURE TO BE LARGE DELEGATION FROM WEST OF ALLEGHANIES BUT COMMITTEE WOULD LIKE HAVE NAMES SO THAT ALL THOSE WHO ARE HESITATING MAY BE HELPED TO MAKE UP THEIR MINDS STOP ONE OF GREAT ATTRACTIONS OF CONVENTION THIS YEAR IS THAT IT ENABLES US TAKE THIS INTERESTING TRIP IN MOST CONGENIAL COMPANY AND NOT AS STRAY TOURISTS STOP WE ARE ASSURED A WARM WELCOME FROM OUR FRIENDS AT SAN FRANCISCO AND LOS ANGELES STOP WE SHALL BE AMONG FRIENDS ALL THE TIME STOP TRAVEL COMMITTEE ASKS YOU TO PLEASE SEND IN YOUR NAME TO LOCAL PRESIDENT OR TO MR ANGUS FLETCHER 551 FIFTH AVENUE NEW YORK STOP

## Classification and Indexing

Louise Keller and Emilie Mueser, Department Editors

#### Advisory Council

Florence Bradley, Constance Beal, Harriet D. MacPherson, Isabel Rhodes and Kathrine Malterud

#### Letters concerning Advertising received by the Department Editors

1. "We would appreciate any information you can give us as to whether or not there is a classification for advertising books."

2. "We are interested in working out a revision of the classification for the business, marketing and advertising sections . . ."

3. "Has your association compiled subject classification suitable for an advertising agency library?"

4. "We wonder if you may not have knowledge of an advertising agency . . . which would furnish us with an adaptable classification . . ."

There are several classification schemes on Advertising in the files of the Committee on

Classification most of them devised for particular situations and not well adapted to general use. The quantity and type of material to be classified, and its specific use are among the questions that must receive consideration.

For a small library the classification of the Lippincott Library of the Wharton and Evening Schools, University of Pennsylvania, Phila., may serve.

Selling and distribution is assigned a three figure number.

There are nine form divisions and seven subdivisions, of which buying and selling methods of retailers is the only one further sub-divided by figures. It is suggested that the specific selling and distribution aspects of commodities

and businesses be arranged alphabetically by Commodity and Business.

Other main sub-divisions are—Buying and selling methods of producers, and manufacturers; Buying and selling methods of co-operatives; Distribution costs; and Warehousing and storage.

Advertising follows Selling, and also has a three figure number. The sub-divisions are History; Ethics; Psychology; Trade Marks; Media; Technique; Advertising agencies; Advertising of specific commodities, etc. (with alphabetic arrangement). Media has eighteen sub-divisions, and Technique five.

The classification has been made with the advice and co-operation of the professors of the School and is intended for a small to moderate size collection of books. It could readily be expanded for the classifying of file material.

The portions described are in the collection of the Committee on Classification and may be borrowed.

For institutions or libraries not definitely limited in scope it would be better to consider a more universal classification such as the Library of Congress (L. C.) or an expansion of the Dewey Decimal Classification (D. C.). To use a comprehensive classification making selections from it for special application is better than to start with a tool that is in itself limited.

The L. C. classification for Commerce is HF, under this heading HF5001 is Business, including Buying, Salesmanship, Department stores, Markets, Warehousing, Business organization and administration, Accounting, etc. Then follows Advertising HF5801—. Under Methods we find: Signs, Bill boards, Motion pictures, Window displays, Street car advertising, Catalogs, circulars, newspaper advertising: history, rates, form of ads. In the miscellaneous group are several sections that suggest alphabetic arrangement, e. g., By special business A - Z, Individual advertisers A - Z, Advertising agencies, Advertising pamphlets, Romance of advertising and Special lines of business, to be arranged alphabetically by name of business.

The D. C. expansion issued by the Brussels Institute has the most comprehensive and flexible classification. Under 659.1 Advertising we find first a series of zero subdivisions that may be used to qualify any of the regular subdivisions, as: .013 Psychology of publicity, .023 Follow up work, .03 Rates, .04 Errors, Nuisance caused by advertising, etc. The regular divisions include 659.11 General organization: Advertising bureaus, choosing the ad-

vertising field, Calling, Personal persuasion, 659.13—Visual propaganda: Serials, Illustrations, Newspapers, etc. 659.132—Direct advertising, 659.133—Posters, Shows, 659.134—Moving posters: Sandwich man, Wagon advertising, Airplane and pyrotechnic methods. 659.135—Advertising illumination, 659.136 Advertising on special objects, etc. 659.138 Devices for attracting attention, 659.139—Various questions concerning removable letters, fastening signs, decorations, etc. 659.14—Audible publicity. 659.15—Propaganda through presentation, show, arrangements for exhibits, frames and holders. 659.16 to 19 includes Publicity propaganda by gratuity systems, Means of stimulating purchasing, Bankruptcy advertising, etc.

How the expanded D. C. may be used in a clipping file of an Advertising Agency: Ex. 659.138.82 :677 Moving pictures and the textile industry or 677 :659.138.82 Textile industry and moving picture advertising.  
677 Textile industry

659.138.82 Moving pictures for advertising.  
: indicating relation between subjects.

368.3 :659.115.023 Follow up methods for the life insurance salesman.

659.115 04 When dunning is a hindrance in advertising.

659.72.03 Newspaper advertising rates.

659.135.8 :658.878 Neon lamp signs for small stores.

Two other classification schemes also in print, may be mentioned: 1, Elliott-Business Library Classification with Index, 1923, a decimal scheme in which 150 is Advertising; 151 Organization and management; 152 Direct advertising; 153 Display advertising; 154 Posters; 155 Newspapers; 157 Personal service; 158 Special industries; 159 Advertising in foreign countries. There is no further expansion. 2, Rider—Tentative Decimal Classification for the Literature of Business, 1924, a decimal classification and system of subject headings for the literature of business compiled for use in editing the Business Digest. This classification was started as a list of subject headings and then thrown into a decimal classification form. The sections Banking, Advertising and Sales Promotion and Store Management are rather full, one is inclined to say, too full for any but very large clipping files. 3.100 Market analysis. Distribution; 3.200 Advertising; 3.300 Copy. Layout. Make up; 3.400 Advertising mediums; 3.500 Advertising to special classes; 3.600 Advertising of specific subjects;

3.800 Personal salesmanship; 3.900 Sales management.

**"Is there any available literature in classification construction?"**

There seems to be in existence no volume entirely devoted to the art of classification construction. It is possible to gain a knowledge of the trials of such an undertaking only from periodical articles or from scattered chapters in general classification manuals. For recent articles the "Industrial arts index" is helpful at suggesting periodical contributions. The numbers from 1926 to date include under the headings *Classification* and *Classification, Decimal*, many articles that contain suggestions for classification construction. Another good general guide to the subject is to be found in "Bibliography of library economy," by H. G. T. Cannons, the last edition of which was published by the American library association in 1927. A list of such articles is given on page 434, Section 03, under the heading *Classification—principles, theory and construction*.

Then the earlier volumes of the "Library journal" contain some information that would prove useful. Especially in the '80's there were numerous articles written by Charles A. Cutter, Melville Dewey, J. Schwartz, and others, who were interested in the problems of working out the early American schemes.

Among books devoted to the subject of classification, "Classification, theoretical and practical," by Ernest Cushing Richardson, contains a great deal about the theory of classification, and takes up in detail such large topics as the order of the sciences or of the subdivisions in the field of knowledge, classification applied to books, and an outline of the various known schemes of classification in existence. It is not specifically devoted to the building of classifications, but is helpful because of the treatment of the whole subject with particular stress on the reason for certain schemes being as they are. "The code for classifiers," by William Stetson Merrill was published in a new edition by the American library association last year. In Section 14 of its beginning pages there is a brief treatment of *Method vs. subject-matter*. Then Section 13 deals with *Relation*, meaning relationship that various subjects bear to each other. Mr. W. C. Berwick Sayers of England has issued a number of books on classification, of which the best adapted to classification building would probably be "Cannons of classification." Like Richardson he lays much stress on the plans and histories of the various

schemes of classification in existence. At the end of Chapter II, on pages 42-43, he gives some sound principles as to the various points that should be characteristics of a good classification.

These suggestions, do not, of course, attempt to constitute an exhaustive guide to classification building. There may be other sources where one can gain useful information, but this appears to be a field in which literature of the subject is decidedly scarce.

**"Why do they put Insurance in with Hospitals, The D. A. R., Boy Scouts, etc.?"**

At first glance Insurance does seem out of place where it is found in the Dewey Decimal Classification, in the 360 class, among organizations for social and reformatory work, clubs and societies. Insurance is thought of now-a-days as a very important field of business.

The reason for making it a subdivision of 360 must have been that insurance companies in their origin were private organizations, for mutual indemnification by the members against losses and damages. Although the business aspect of insurance in the present capitalistic order of things has come to be predominant, the original idea is still there, applied in a variety of ways of which some even are identical in character with the early insurance societies. An instance is an association of Austrian manufacturers in which the members bind themselves to indemnify each other against losses caused by strikes in their factories.

Seeing the subject from such a point of view and realizing that the fundamental principle of it will remain while methods of applications multiply and change, it does not seem so unreasonable to classify Insurance as D. C. has done.

As to the grouping of the other subjects mentioned above, one improvement has been effected in the new edition of the Universal decimal classification, often referred to as the Brussels Scheme and sometimes as the C. D. (Classification Décimale.) This is an expansion of the Dewey Classification worked out by an international committee and published in French.

In the recently published second edition of the Universal decimal classification the two class numbers for prisons and penitentiaries have been provided for under 343 (Sciences pénales) which has an excellent arrangement of subdivisions.

## Associations

Through some mischance the reports from the Southern California Chapter have not been received by the Editor. We herewith print a summary of the meetings that have occurred during the past few months.

### Illinois

The February meeting of the Illinois Chapter of the S. L. A. was held at the Home Service Auditorium, Peoples Gas Building, on February 26th. The meeting was called to order by Mr. Joseph A. Conforti, Secretary-Treasurer, and after the reading of the minutes Mr. Oscar E. Norman, Chairman of the Committee on "affiliation of Illinois Chapter with the national association," reported that the postal card questionnaire had been entirely affirmative, and the committee on the strength of these replies recommended immediate affiliation. The benefits of institutional membership were brought out in the discussion and it was moved that the Illinois Chapter affiliate with the national association.

Mr. Oscar E. Norman gave an entertaining and instructive illustrated talk, "Is there Romance in Business?" His talk was based on experience in coaching and supplying information and slides to public utility speakers, historical matter for the History of The Peoples Gas Light & Coke Company and in writing his book, "The Romance of the Gas Industry." Illustrated literature was distributed relating to Chicago and the work of The Peoples Gas Light & Coke Company.

After adjournment many of the librarians visited the Library of The Peoples Gas Light & Coke Company.

### New York

The Auberge was, we thought, an old French Inn, but the sight of gay garlands adorning some of the guests, made us think we had landed in Hawaii, until it was explained that they were meant to distinguish the new members. They were so becoming that we heard several old members announce their intention of resigning, so that they could join again.

The Membership Committee reported 60 new members, 30 of whom were present. A flash-light photograph was arranged, through the courtesy of Cleanliness Institute, by Miss Pidgeon, who also made a number of striking placards to designate various groups.

Mr. Fletcher, of the Travel Committee, announced that he had a mass of material ready to answer any question about the trip to San Francisco. If any members write,

(especially if they write to Miss Alexander), they will surely get satisfactory answers.

Miss Bradley told of the formation of a new committee for the exchange of information regarding quack or fake directories, and for investigating inquiries about other questionable publications. Miss Margaret Bonnell, in the library of the Metropolitan Life Insurance Company, is chairman of this committee, and it is requested that all inquiries and communications be made to her in writing.

The speaker of the evening, Mrs. Martha Bensley Bruère, told us something about her research work in the industrial field—how investigations that get into print are made, why they sometimes fail and how they succeed. When Mrs. Bruère was working on her first study "How Nursemaids and Nursery Governesses are Treated in American Homes," she went out as a nursemaid; and when she set out to ascertain "What Life is Like for a Workingman's Wife," she posed as a carpenter's widow—"a grand stunt"—possessing a beautiful, sympathetic understanding. We New Yorkers got a bit of a jolt to learn what an important place the Mississippi Valley occupies in any industrial study as the region most accurately reflecting the national point of view.

### Philadelphia

Keen interest in the discussion of Special Libraries problems has resulted in a number of small group conferences this year. Subjects for discussion were bibliography, classification and reference work. The first bibliography conference has been reported. A follow-up discussion on this subject with 11 participants took place two weeks later. One of the high spots of this conference was the recommendation for bibliographical notes which would enable the researcher to discriminate among many references. Notes giving features of editions, slant and opinion of the author were recommended. Miss Charlotte Noyes brought all her wide experience in this kind of work to the conference and made an unusual leader.

Mrs. Faltermayer led another small group on January 22, which considered reference problems. This was a practical experience meeting in which a number of participants

told of their methods in answering actual questions which had come to them.

On March 21 an attempt was made to initiate an inexperienced group into the classification labyrinth. Miss Keller who led this discussion had for her subject classification vs. the classification of books. Miss Emilie Mueser, classifier, Engineering Societies Library, New York, and Gilbert D. Thomas, Pennsylvania State College, were guests and contributed to the discussion. It is hoped that another study class such as developed last year might grow out of this effort.

The conference groups have had an average attendance of about twelve.

#### **Pittsburgh**

The annual business meeting of the Pittsburgh Special Libraries Association was held on April 17, 1930, as the guests of the Philadelphia Company.

The President read a letter from Mr. Alcott, on the forthcoming convention in San Francisco:

The following officers were elected for the year 1930-31: President—Miss Adeline Macrum, Tuberculosis League of Pittsburgh Library, 2851 Bedford Ave. Vice-President—Miss Edith Portman, Koppers Company Laboratories. Secretary-Treasurer—Miss Esther E. Fawcett, College of Fine Arts Library, Carnegie Institute of Technology. Executive Board—Miss Jessie Callan, Traffic Department, Bessemer and Lake Erie Railroad; Miss Mary M. Lynch, Pittsburgh Academy of Medicine.

After the business meeting the members met with the Tact Club of the Philadelphia Company. Mr. E. P. Griffiths and Mr. R. D. McKinnis, of the Philadelphia Company, and Mr. Ralph Munn, of Carnegie Library of Pittsburgh, were the speakers.

A lunch was served in "Utility Hall," of the Philadelphia Company.

#### **San Francisco**

On Tuesday evening, February 18th, about 30 members of the Association and several guests met at the Pacific Gas & Electric Company Library. An excellent chicken dinner was served for us in the Company's cafeteria, and Mr. W. G. Vincent, vice-president and executive engineer of the Company, spoke after dinner interestingly and illuminatingly on Natural Gas.

Miss K. Dorothy Ferguson reported on the progress being made by the Convention committee and the program subcommittee has

also a number of interesting speakers in view. The publicity subcommittee has been busy on the letters being received from the East and the Middle West, the outlook is good for a large attendance at the convention to be held in June. Hotel reservations are already being made.

Miss Bonnie Strong, of the Standard Oil Company Library, was named chairman of a history and archives committee. Announcement was made of co-operation between the two California chapters in the matter of the revision of the 1927 Directory of special libraries. Mr. W. A. Worthington, of the membership committee, reported his plans for increasing the membership of the Association.

After dinner everyone visited the Library for a leisurely tour of inspection, for many questions to our kind hostesses and informal discussions among ourselves. Although it was a very profitable and enjoyable evening, for which all credit is due to Mrs. Agnes Reinero, librarian, her assistant, Mrs. M. E. Hansen, and to the speaker, Mr. Vincent.

#### **San Francisco**

The California State Chamber of Commerce Library was host to the Special Libraries Association of San Francisco on the evening of Tuesday, March 18th. Members and their guests dined at Bernstein's Fish Grotto prior to the meeting. After dinner the members adjourned to the headquarters of the California State Chamber of Commerce in the Ferry Building, where Mrs. Amy M. Caya, librarian, opened her library for inspection. Mr. Herbert F. Ormsby, Director of the Research Department, discussed the organization and activities of the Chamber. This body, less than ten years old, has already many accomplishments to its credit in its work of acting as a clearing-house for all sorts of information regarding the state, and this meeting gave a good opportunity for acquaintanceship with the various types of special libraries in the Association.

#### **Southern California**

The first meeting of the year was held on Saturday afternoon, October 19, 1929, at the Standard Oil Company, El Segundo, with Mr. Byron E. Edwards, Librarian. Through the courtesy of Mr. A. S. Russell, Manager, the members were taken on a trip through the Refinery, a most unusual privilege. The members later assembled at the Boy Scout Camp in the Sand Hills west of the plant where a business session was held, followed by an informal picnic supper and a social meeting.

The next regular meeting occurred on Tuesday evening, November 19th, at the Los Angeles County Free Library. Miss Helen E. Vogleson, Librarian, gave a talk on "History and Development of Los Angeles County Free Library," after which the various departments of the library were visited by the guests.

On the evening of Tuesday, December 17th, Mr. Guy E. Marion, of the Research Department, Los Angeles Chamber of Commerce, acted as host. Dinner was served in the Chamber of Commerce Cafe adjoining the Library. Two interesting films of motion pictures relating to Los Angeles, made by the Chamber of Commerce, were shown. A visit was afterwards made to the Research Department and the Library of the Chamber of Commerce. In addition to the entertainment enjoyed by the members, plans for the forthcoming national conventions of the American Library Association and the Special Libraries Association, were discussed.

The first regular meeting in 1930 was at the Los Angeles Public Library, Tuesday evening,

January 21st. The program was in charge of members of the library staff and proved to be interesting and entertaining.

A joint session was held with the American Chemical Society at the Los Angeles City Club on Wednesday evening, February 26th. The speaker of the evening was Dr. H. E. Howe, Editor of the Journal of Industrial and Engineering Chemistry, whose subject was "Alcohols—Old and New." Musical numbers were given by the Los Angeles Soap Company quartette. The Chapter was invited to participate in a dinner at the City Club, which had been arranged by the American Chemical Society in honor of Dr. Howe.

In March the members met at the Bank of Italy on the evening of the 18th, with Miss Marjorie Robertson as hostess. Miss Grace Stoermer, Director of the Women's Banking Department of the Bank of Italy, spoke on "Finance and Investment." A business meeting was held at which many matters pertaining to the S. L. A. Convention and other business of the Chapter were taken up.

## Personal Notes

Ruth Snider, formerly of the Silberling Business Service, has joined Miss Margaret Hatch at the Emporium Executives Library, San Francisco.

Veronica Sexton, recently at the Oakland Free Library, is now assistant in the library of the California Academy of Sciences.

Mrs. Walter H. Schoeller, formerly Gudrun Moe, has announced the birth of a son, Arne Landmark, on January 25th.

Ruth Wall, formerly in the library of the Wisconsin Telephone Company in Milwaukee, is now in the library of *Business Week*, the new publication of the McGraw-Hill Publishing Company, New York.

Anne Fossler, formerly in the catalog department of New York University, has resigned from her position and is now living in Pasadena, California.

Willard Keyes, formerly in charge of the Boston Herald library, is now connected with the C. E. Goodspeed Company, the well known Boston booksellers.

George Winthrop Lee, formerly librarian of Stone & Webster, Boston, is now connected with the Massachusetts Bay Colony Tercentenary Commission.

Calvin W. Foss has been appointed librarian of the Brooklyn Botanic Garden. Mr. Foss was formerly reference librarian at the Brooklyn Public Library.

Beatrice Carr, for twenty-five years librarian of Sutro & Company, New York, resigned on April 17th and sailed for Europe for a trip of several months. Miss Carr was one of the founders of the New York Special Libraries Association and her loyal help and interest will be missed by all the members of the New York Special Libraries Association.

Mrs. Florinne Miller died on February 21, after an illness of several weeks. Mrs. Miller was formerly librarian of the National Park Bank and upon the merger of that bank with the Chase National Bank, entered the Bank Relations Department. She has attended the local N. Y. S. L. A. meetings, as well as the national conventions, since joining the association in 1927.

Ray Simpson has resigned from her position as librarian of the Brooklyn Botanic Garden. The Governing Committee passed a resolution conveying to Miss Simpson their appreciation of the efficient and faithful service she had performed for them during the thirteen years she held that position. During her administration the library grew from 4,000 volumes to



13,000, from 6,000 bound pamphlets to 10,000 and the library quarters from one room to three stack rooms, an office for the librarian and a duplicate room. Ill health forced Miss Simpson's resignation.

Ruth Savord, who for some years was the librarian of the General Education Board, and a year ago accepted a position on the library staff of Batten, Barton, Durstine & Osborne, has resigned from that position. She is to be librarian of a library being organized for the Council on Foreign Relations. Miss

Savord is especially qualified for this new undertaking, the duties of which she is to assume on May first.

Jane E. Molenaer, formerly indexer at the McGraw-Hill Publishing Company, has been appointed assistant in the reference department, Engineering Societies Library, New York.

Mary K. Logan has been appointed librarian of the Cooper Union Museum Library, New York.

## Events and Publications

Rebecca B. Rankin, Department Editor

The U. S. Bureau of Agricultural Economics Library has issued a valuable bibliography on "Valuation of Real Estate, with special reference to farm real estate," compiled by Emily L. Day. The library has also issued a selected list of references on "Large Scale and Corporation Farming," compiled by Margaret T. Olcott.

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Reprinted from the *Journal of Chemical Education*, January, 1930, a descriptive article in pamphlet form is "Educational Activities of Mellon Institute," Pittsburgh, by William A. Hamor and Laurence W. Bass. An industrial research organization of this kind, of course, emphasized its library and bibliographic facilities. Radio has also become one of its principal methods for education.

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The John Crerar Library is responsible for the issuance in mimeograph form of a "Directory of Press Clipping Bureaus," prepared by Mr. Jerome K. Wilcox. This Directory will surely be useful to special librarians; a copy may be secured from the John Crerar Library. We congratulate Mr. Wilcox on this well compiled list.

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The *Library Bulletin* of Industrial Relations Counselors, Inc., 165 Broadway, New York City, for January, 1930, is devoted mainly to a semi-annual survey of the current literature in their field. Interestingly enough, books on unemployment fluctuations and relief outnumber those in other divisions. A bibliography of books which include the names of firms having certain personnel service activities will undoubtedly be welcomed by many special librarians.

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"*The Art Index*" is a new publication by the H. W. Wilson Company. The first issue, dated January, 1930, is prepared in the usual style of the Wilson Bibliographical Services, which now include the Readers Guide, International Index, and indexes devoted to agriculture, art, education and industry. The subject matter includes archaeology, architecture, ceramics, decoration and ornament, engraving, graphic arts, painting and sculpture

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*The American Federationist* for February presents a statement by A. F. Woods, Director of Scientific Work, United States Department of Agriculture, on the work of the committee of fifty on scientific research of the national federation of federal employees.

The objects of this committee are: (1) To promote in every feasible way scientific work in Government service (2) To co-operate with the Committee of One Hundred on scientific research of the American Association for the Advancement of Science. (3) To promote interest among professional and scientific men in the Government service in their own economic welfare, particularly their need for an economic organization.

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H. O. Severance, Librarian of the University of Missouri, Columbia, Missouri, Chairman of the Committee for the Encouragement of Research, would be pleased to know of any research problems completed or any books written in 1929 by members of the Library profession and books and problems in process at the present time.

Pages 134-136 deleted, advertising.